

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **22 PCO 415**

DURING THE ACADEMIC YEAR 2022 ONLY)

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY – 2024

M.Com

MAXIMUM MARKS: 50

SEMESTER : IV

TIME : 3 HOURS

RETAIL MANAGEMENT

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. _____helps the retailers to face the crisis situations.
a) Risk management b) Credit management c) Financial management d) All of the above
2. Which is not considered one of the elements of "managing a business" in a retail strategy?
a) The retail organization b) Human resource management
c) Operations management d) Merchandise management and pricing
3. A retailer's _____ is the key to its ability to attract customers.
a) Location b) Pricing system c) Promotion system d) Store personnel
4. Re-E-tailing stands for_____
a) Entrepreneurial Retailing b) Ecological Retailing
c) Electronic Retailing d) Efficient Retailing
5. _____ are the activities associated with collecting, storing and physically distributing the product to buyer
a) Inbound Logistics b) Distribution c) Warehousing d) Outbound Logistics

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. What is FDI?
7. Define retail strategy
8. Give the meaning of store layout
9. What is non-store retailing?
10. What is SMR?

(CONTD 2)

SECTION – B**(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K3)**

11. a) State the meaning of retail management.

(OR)

- b) List the functions of retailing

12. a) What are the factors of retail strategy?

(OR)

- b) State the objectives of retail planning.

13. a) Describe the components of visual merchandising.

(OR)

- b) List the various responsibilities of retail manager.

14. a) Describe the various types of e-Tailing.

(OR)

- b) Explain the importance of barcoding.

15. a) What are the challenges faced by organized retailing in India?

(OR)

- b) What is Integrated Multichannel Retailing?

SECTION – C**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Explain the different types of retailing.

(OR)

- b) Enumerate the emerging trends in retail .

17. a) Interpret the nature of strategic planning.

(OR)

- b) Examine the various steps involved in choosing a store location.

18. a) Classify the factors that affect pricing decision.

(OR)

- b) Explain the functions of merchandising in retail trade .

19. a) Explain the need for retail management information system.

(OR)

- b) Analyse the legal and ethical issues in retailing.

20. a) Summarize the employment opportunity for retailing.

(OR)

- b) Explain in detail the future scope of retailing.